

Subject:

FW: 2000 PUBLIC AFFAIRS – TELLING T...:012342Z JAN:UNCLAS

***** UNCLASSIFIED *****

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R 012342Z JAN 00 ZYB PSN 406939H31
 FM COMSUBPAC PEARL HARBOR HI//00//

TO SUBPAC

INFO RHHMDBA/COMSUBPAC PEARL HARBOR HI//00//

BT

UNCLAS //N05700//

MSGID/GENADMIN/COMSUBPAC//

SUBJ/2000 PUBLIC AFFAIRS – TELLING THE PACIFIC SUBMARINE FORCE
 STORY FOR A NEW MILLENNIUM//

REF/A/DOC/SECNAVINST 5724.3/18APR86//

REF/B/DOC/SECNAVINST 5720.44A/03JUN87//

NARR/NARR/REFS A AND B PROVIDE POLICY, GUIDANCE, AND INSTRUCTIONS.//

RMKS/1. AS WE ENTER THE FIRST YEAR OF THE NEW MILLENNIUM AND THE YEAR OF THE SUBMARINE CENTENNIAL, THE PACIFIC SUBMARINE FORCE FINDS ITSELF AT A CROSSROADS. WHILE WE ENJOYED SOME TANGIBLE PROGRESS IN OUR EFFORTS TO EDUCATE THE PUBLIC IN THE STATE OF THEIR PACIFIC SUBMARINE FORCE, THE LACK OF PUBLIC UNDERSTANDING OF THE INCREASING DEMAND FOR ATTACK SUBMARINES AND THEIR UNIQUE CAPABILITIES IN THE DEFENSE INVENTORY REMAINS PERVASIVE. I'M CALLING ON EVERY MEMBER OF THE FORCE TO CONTINUE TO HELP ME CORRECT THAT PERCEPTION. LAST YEAR, I THINK YOU'D AGREE WE ENJOYED AN UNPRECEDENTED YEAR OF SUCCESSFULLY ENGAGING THE PUBLIC RESULTING IN POSITIVE MEDIA COVERAGE. I FULLY EXPECT TO BUILD ON THIS FOUNDATION, AND REMAIN DEDICATED TO ARTICULATING YOUR VALUE TO OUR CITIZENS AT EVERY OPPORTUNITY WITHIN THE BOUNDS OF SECURITY.

2. IN THIS SPIRIT, THE PACIFIC SUBMARINE FORCE PUBLIC AFFAIRS OFFICES WILL AGAIN BE SOLICITING YOUR COMMAND'S SUPPORT. GENERALLY, THROUGH DEMONSTRATION AND COMMUNICATION WE AIM TO POSITIVELY INFLUENCE OPINION IN THE FOLLOWING AREAS: THE NEED TO INCREASE THE NUMBER OF ATTACK SUBMARINES TO A LEVEL COMMISERATE WITH THE INCREASED DEMAND; POTENTIAL RECRUITS' PERCEPTION SURROUNDING SUBMARINE SERVICE; CONVERSION OF THE OLDER SSBNS TO SSGNS; AND THAT THE FORCE HAS LARGELY TURNED THE TIDE IN RETENTION IN THE PACIFIC SUBMARINE FORCE. WHILE THE ISSUES HERE ARE BY NO MEANS INCLUSIVE, THEY DO HIGHLIGHT THE FOCUS OF THE 2000 SUBMARINE FORCE PACIFIC PUBLIC AFFAIRS PLAN, AND WILL BE EMPHASIZED ACROSS THE THREE LEGS OF PUBLIC AFFAIRS TRIAD: PUBLIC INFORMATION, COMMUNITY RELATIONS AND INTERNAL COMMUNICATIONS. THE KEY INGREDIENT OF THIS PLAN WILL BE FORCE COMMUNICATIONS POINTS, WHICH WILL BE MADE AVAILABLE SOON VIA SEPCOR. THESE POINTS WILL ASSIST YOU IN EFFECTIVELY COMMUNICATING WITH TARGET AUDIENCES IN HOPES OF ENHANCING UNDERSTANDING AND INFLUENCING OPINION.

3. PUBLIC INFORMATION INCLUDES THE MECHANISMS THROUGH WHICH WE CONVEY THE FORCE'S STORY TO THE EXTERNAL PUBLIC. IN 1999, WE SAW DOZENS OF FANTASTIC NATIONAL AND REGIONAL STORIES AS A RESULT OF OPPORTUNISTIC, PRO-ACTIVE EFFORTS BY SUBMARINES AND THEIR CREWS. THERE IS NO BETTER WAY TO CONVEY WHAT SUBMARINES OFFER THEN TO DEMONSTRATE IT. I'LL ASK YOU TO CONTINUE TO COMING UP WITH GREAT IDEAS AND WE'LL WORK HARD TO GET THE RIGHT FOLKS THERE TO COVER IT. WHEN WE CAN'T GET EXTERNAL MEDIA THERE, PRINT RELEASES AND QUALITY PHOTOGRAPHS STILL REPRESENT THE BEST WAY TO INFORM THE PUBLIC, ESPECIALLY IN THE DIGITAL AGE. MANY OF YOU MAY HAVE SEEN CLIPS ON YOUR SAILORS RESULTING FROM STORIES GENERATED BY THE PUBLIC AFFAIRS CENTER. I'D ASK THAT YOU EMPLOY THEIR SERVICE AT EVERY OPPORTUNITY TO GET THE WORK BACK TO MIDDLE AMERICA ABOUT THEIR HARD WORK. THESE AND OTHER PUBLIC INFORMATION CONDUITS ARE THE SINGLE-MOST IMPORTANT VEHICLES BY WHICH WE CAN REACH THE PUBLIC TO BOLSTER UNDERSTANDING OF THE CONTRIBUTIONS OF SUBMARINES TO OUR NATION'S DEFENSE.

4. THE SECOND LEG OF PUBLIC AFFAIRS IS COMMUNITY RELATIONS, WHICH INCLUDES EMBARKS AND TOURS OF SUBMARINES, NAMESAKE VISITS,

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PARTNERSHIP IN EXCELLENCE PROGRAMS, INTERACTION WITH OUR SUBMARINE VETERANS AND FRIENDS AND OTHER PUBLIC OUTREACH EFFORT THIS YEAR OFFERS UNPRECEDENTED OPPORTUNITY IN VIEW OF THE SUBMARINE CENTENNIAL. LAST YEAR WE MADE GREAT STRIDES IN THIS AREA. MEDIA SHOULD BE AN INTEGRAL PART OF ANY OF THESE VISITS TO HELP SERVE AS A FORCE MULTIPLIER. WE DID A REASONABLE JOB REMAINING SENSITIVE TO THE NUMBER OF EMBARKS WE CONDUCTED LAST YEAR WITHIN THE SPIRIT OF THE IDTC REDUCTIONS, AND WE'LL CONTINUE TO OFFER EMBARKS TO BOLSTER UNDERSTANDING IN KEY AUDIENCES, INCLUDING MEDIA, CONGRESSIONAL STAFFERS AND KEY RECRUITING PROSPECTS AND REPRESENTATIVES. FINALLY, WE ARE NOW IN THE YEAR OF THE SUBMARINE CENTENNIAL, AND I ASK FOR YOUR CONTINUED ENTHUSIASTIC SUPPORT IN THIS WONDERFUL YEARLONG COMMUNITY RELATIONS OPPORTUNITY.

5. THE THIRD LEG IN THE PUBLIC AFFAIRS TRIANGLE IS INTERNAL COMMUNICATIONS, AND TARGETS ARGUABLY OUR MOST IMPORTANT AUDIENCE: SAILORS AND THEIR FAMILIES. LAST YEAR I TOLD YOU THAT RETENTION OF OUR NUCLEAR TRAINED JUNIOR OFFICERS AND FIRST-TERM ENLISTED PERSONNEL WAS BELOW EXPECTATIONS. I AM HAPPY TO SAY NOW, THAT THANKS TO AN ALL-HANDS EFFORT, OUR ENLISTED FIRST-TERM

RETENTION ON OUR SUBMARINES IS AT 60 PERCENT OVER THE LAST SIX MONTHS! THIS IS A REMARKABLE ACHIEVEMENT. OUR EFFORT WITH OUR JUNIOR OFFICERS IS ALSO PAYING DIVIDENDS. THE MENTORING PROVIDED BY SUBMARINE FORCE SENIOR OFFICERS TO OUR JUNIOR OFFICERS IS HAVING A POSITIVE IMPACT ON THEIR CAREER DECISIONS. I AM CONVINCED WE ARE NOW MOVING IN THE RIGHT DIRECTION AND TAKING CARE OF OUR YOUNG PEOPLE THE RIGHT WAY. IT'S IMPORTANT FOR US TO ADVERTISE THIS RETENTION SUCCESS AND THE RECENT QUALITY OF LIFE IMPROVEMENTS. INDIVIDUALS DELIBERATING THEIR FUTURE IN OUR FORCE SHOULD RECOGNIZE THAT MANY OF THEIR PEERS ARE MAKING THE DECISION TO STAY. THEY SHOULD BE EDUCATED ON THE TWO PAY RAISES THIS YEAR, THE INCREASE IN BAH, THE IMPROVED DUTY SECTION MANNING INPORT, THE REDUCTION IN IDTC, THE IMPROVEMENTS IN BASE MWR FACILITIES, AND THE IMPROVEMENTS IN THE BEQS. WE ARE COMMITTED TO TAKING CARE OF OUR PEOPLE IN THE RIGHT WAY AS WE ENTER A NEW MILLENNIUM. I'LL BE WORKING TO SHARE YOUR SUCCESS WITH THE NAVY BECAUSE I KNOW HOW HARD YOU HAVE WORKED TO MAKE A DIFFERENCE WHERE IT MATTERED MOST: WITH OUR SAILORS AND THEIR FAMILIES. LET US CONTINUE TO BUILD TEAM WORK AND ESPIRIT DE CORPS, AND TO TAKE PRIDE IN OUR EVERYDAY EFFORTS THAT MAKE THIS THE FINEST SUBMARINE FORCE IN THE HISTORY OF THE WORLD. I'M ALSO CONVINCED WE CAN CONTRIBUTE TO THE NAVY'S RECRUITING EFFORTS THROUGH ADVERTISING SUBMARINERS' CONTRIBUTIONS IN INTERNAL AND EXTERNAL MEDIA. I ENCOURAGE YOU TO GENERATE A REGULAR PRINT RELEASE PROGRAM, AND HELP ME TELL THE PACIFIC SUBMARINE STORY THROUGH WORDS AND PICTURES.

6. AS YOU ENGAGE YOUR PUBLIC AFFAIRS PROGRAMS FOR THE COMING YEAR, I ENCOURAGE YOU TO CALL THE NEAREST SUBMARINE FORCE PAO FOR ASSISTANCE IN GETTING STARTED. THE FORCE PUBLIC AFFAIRS OFFICER, LCDR DAVE WERNER, CAN BE REACHED AT (808) 473-0911 OR VIA E-MAIL AT

WERNERDE(AT)CSP.NAVY.MIL. THE GROUP NINE PAO IS WHO CAN BE REACHED AT (619) 553-8643 HIM AT

THE COMSUBPAC REP WEST COAST PAO IS LT CHRISTY SHEAFF AND SHE CAN BE REACHED AT (619) 553-8643 OR EMAIL HER AT CSS11PAO(AT)NOSC.MIL. YOU CAN CONTACT THE GROUP SEVEN PUBLIC AFFAIRS OFFICER IN YOKOSUKA, JAPAN. BY CALLING (619) 553-8643 PLEASE MARK

THE FORCE WEB SITE: WWW.CSP.NAVY.MIL, AND SHARE IT WITH EVERYONE YOU KNOW.

7. WE'VE ALL GOT AN IMPORTANT STORY TO TELL - NOW LET'S GO DO IT. KEEP CHARGING. RADM AL KONETZNI SENDS.//

BT

#2920

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N00 (ORIG)

N4C N00P N31

COW MDC N4 CCWO N002 N003 N7023 N7024 N7022 N00G N01A N1213

N16 N4132 N012 N0121 N14 N123 N3 N315 N311 N3111 N314 N7

N70 N7AA N702 N66 N71 N72 N73 N74 N75 N7021 N00J N611 N612A

N65 N6AA N45 N611A N5 N51A N1 N1A N0021 N00211 N32 N621A

STT N00IT N60 N312 GENMSG CWO N61

!!! /D2/5/4/6/SUBPAC/AG385/

!!! /D3/1/44/7/RHHMDBF/RI020/